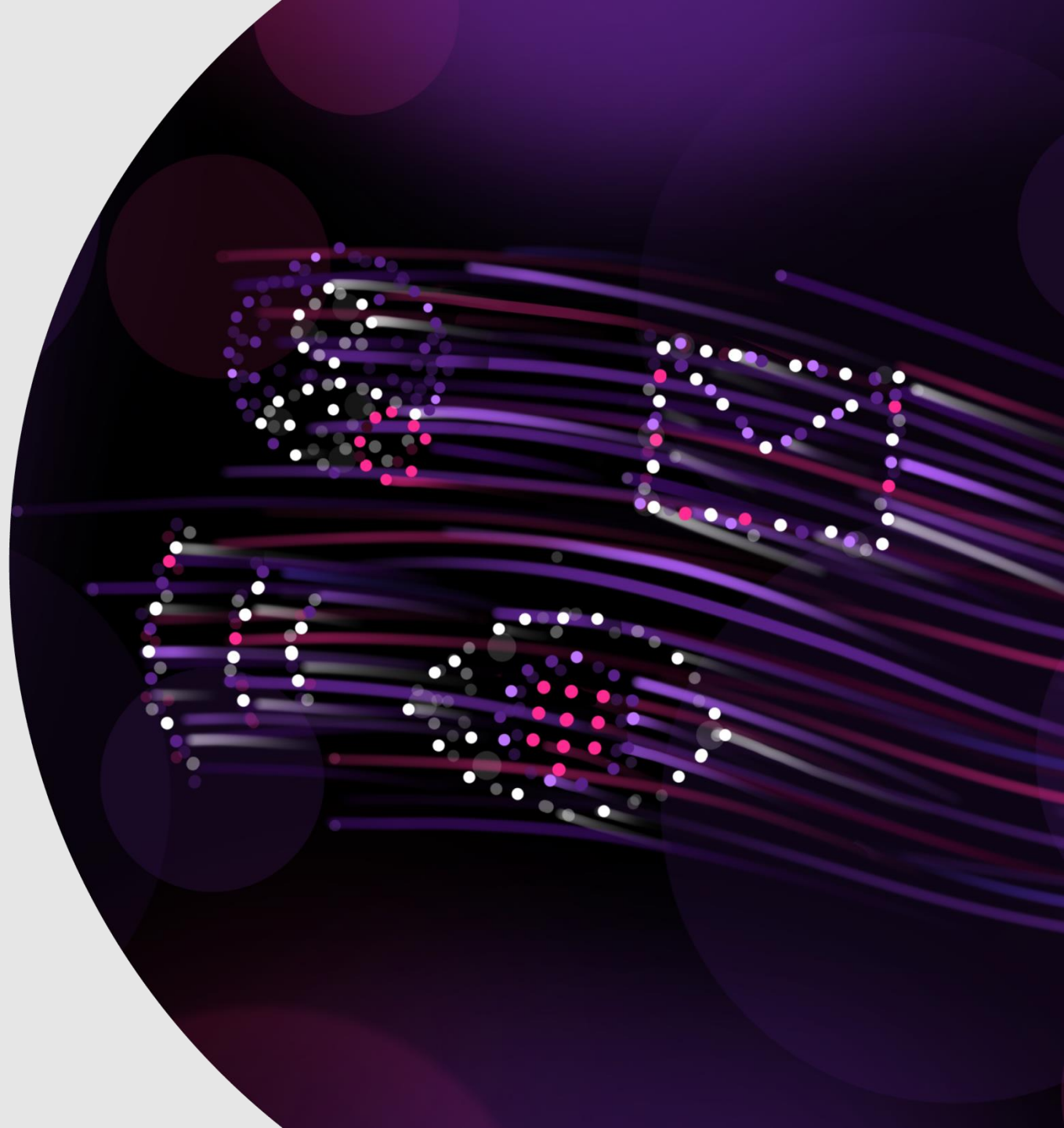


USA Market Overview

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Agenda

- **Main challenges**
- **Potential use case – what to do?**
 - Initial client check - tips
 - US SID options
 - Mitto quick reference guide
 - Disallowed content
 - 10DLC Process and Pros & Cons
 - DSC Process and Pros & Cons
 - TFN Process and Pros & Cons
 - SSC Process and Pros & Cons
- **Q&A**



Main challenges

- **Understanding which product apply to which use case** - see each products pros and cons
- **Understanding registration process** – follow the registration instructions
- **Understanding registration costs** – follow instructions provided by Revenue Managmenet team
- **Understanding what is allowed and what isn't** – check disallowed content page
- **Carrier blockage of registered campaigns** – even though some brand is registered, carriers still have full right to block any traffic if they consider it as spam
- **Should USA be offered to wholesale clients?** – It depends on what type of client they want to register, but we need to be very careful. Should be considered only for trusted, long term customers, and whole use case to checked in details before submission

Potential use case - Initial client check - Tips

- **Know your customer (KYC)** – goal is to understand the nature of customers' activities as well as legitimacy. Is company your client wants to register recognizable, does it have official website, linkedIN page...?
- **It is highly recommended for clients to have their end-user opt-in base available and regularly updated** – check this
- **Is client already using some of the legit products in USA?** Explore which one
- **Ask for what type of content they would be sending and compare it with what is allowed?**

Potential use case - who to contact, what to provide?

In order to inquiry for your use case, please send email to revenue.management@mitto.ch with following info:

- product which client wants (10DLC, TFN, SC, SSC (for each of them see details below))
- potential volumes (this is a MUST!)
- content sample/campaign type (whether it is otp or promo)

For SC you need to provide additional Info (for more details see SC below, point 2.1):

- If customer would like random or vanity code (specifically desired short code, if available)
- If customer want standard or FTEU SC campaign
- Campaign duration period - 3,6 or 12 months

Revenue management would come back with price (price will be flat rate which includes our fee and carrier fee). They will also provide what are the registration fees (if any)

Potential use case - who to contact, what to provide?

When you are going back to the client with the price, you can provide them registration form for particular product which can be downloaded [here](#) as well as following documents which can help clarify some of the questions about the market. It is very important for client to be aware of these regulations as otherwise it might lead to prolonged registration or denial of the campaign.

- *US SID Options*
- *Mitto Quick Reference Guide.pdf*
- *Disallowed content USA - Mitto*
- *CTIA-Messaging-Principles-and-Best-Practices-May '23*
- *Depending on the chosen product*
 - 10DLC
 - *10DLC - Brand Information_USA Registration*
 - *10dlc pros and cons*
 - TFN
 - *TFN - TollFreeNumber Verified Sender Request Form Update*
 - *TFN Pros and Cons*
 - SC
 - *Short Code SC Registration form - Connect Program Brief Template*
 - *Short Code - Authorization Letter SC USA.docx OR Short Code - Migration Letter from Client to Mitto.docx* depending on whether client wants to buy new or migrate SC
 - *DSC Pros and Cons*
 - SSC - no registration form, but content needs to be provided so it can be whitelisted
 - *SSC Pros and Cons*

US SID Options (can be shared with clients)

SenderID Characteristics	10-Digit Long Code (10DLC)	Shared Short Code (SSC)	Dedicated Short Code (DSC)	Toll Free Number (TFN)
Format	10-digit phone number	5- or 6-digit number	5- or 6-digit number	phone number starting with a specific three-digit code (800, 888, 877, 866, 855, 844, and 833)
Example	1240657321	876543	765432	18009876543
Throughput	Depends on a score assigned by the Campaign Registry, which is determined based on the campaign type and brand reputation	Determined by a throughput set on a bind level (connection with the supplier), and can be increased if needed	Determined by a throughput set on a bind level (connection with the supplier), and can be increased if needed	Determined by a throughput set on a bind level (connection with the supplier), and can be increased if needed
Two-way Support	YES	NO	YES	YES
Supported Use Cases	OTP/ARN/MKT	OTP only	OTP/ARN/MKT	OTP/ARN/MKT
Handset DLR Support	NO	YES	YES	YES
Canada Reach	YES (best effort only for now)	NO	NO	YES
Voice Support	YES	NO	NO	YES
Unicode	YES	YES	YES	YES
Concatenated	YES	YES	YES	YES
Compliance	CTIA, FCC and TCPA Best Practices. Opt-out support is required for recurring campaigns	CTIA, FCC and TCPA Best Practices	CTIA, FCC and TCPA Best Practices. Opt-out support is required for recurring campaigns	CTIA, FCC and TCPA Best Practices. Opt-out is managed by Zipwhip (the only TFN provider atm)
Minimum Lease Term	3 months	-	3 months	1 month
Provisioning Time	5-7 business days	-	8-12 weeks	Enabling a TFN takes 5-7 business days
Fees (SUBJECT TO CHANGE - ALWAYS CHECK WITH REVENUE MANAGEMENT)	<div>Service Fees:</div> <div>- \$4 brand registration (one-off)</div> <div>- \$10 monthly fee billed quarterly in advance</div> <div>- \$40 vetting fee (one-off and optional – for higher TPS)</div> <div>Number Fees:</div> <div>- \$2 setup fee</div> <div>- \$2 monthly fee</div>	Free	<div>Random SCs:</div> <div>- \$1000 Monthly Fee billed quarterly in advance</div> <div>Vanity SCs:</div> <div>- \$1500 Monthly Fee billed quarterly in advance</div>	<div>- \$1.5 Setup Fee</div> <div>- \$1.5 Monthly Fee</div>

Mitto Quick Reference Guide (can be shared with clients)

SUBSCRIPTION PROGRAMS:

Call to Action (CTA):

- Product description
- Msg & data rates may apply
- Message frequency
- Privacy policy or link to privacy policy
- Link to comprehensive terms & conditions (T&Cs) OR:
- Program (Brand) name, customer care contact information, & opt-out instructions including “STOP” keyword

Welcome Message:

- Program (brand) name &/or product description
- Message frequency
- Reply STOP to cancel
- Msg & data rates may apply
- Customer care contact info (Reply HELP for help, toll free #, website, or support email address)

Sample Alert Copy:

- Program (brand) name &/or product description

Comprehensive T&Cs:

Only required if terms are not listed in full on CTA

- Program (brand) name
- Product description
- Msg & data rates may apply
- Customer care contact info (Reply HELP for help, toll free #, website, or support email address)
- Message frequency
- Opt-out Instructions including “STOP” keyword

MANDATORY MESSAGING FOR ALL PROGRAMS:

HELP Response:

- Program (brand) name or product description
- Customer support contact info (toll free number, website or email address)

Stop, End, Cancel, Unsubscribe, Quit Response:

- Program (brand) name or product description
- Confirmation that no additional messages will be sent

SINGLE MESSAGE PROGRAMS:

Call to Action (CTA):

- Product description
- Msg & data rates may apply
- Privacy policy or link to privacy policy
- Link to complete terms & conditions (T&Cs) OR:
- Program (Brand) name, customer care contact information

One-Off Reply:

- Program (brand) name &/or product description

Comprehensive T&Cs:

Only required if terms are not listed in full on CTA

- Program (brand) name
- Product description
- Msg & data rates may apply
- Customer care contact info (Reply HELP for help, toll free #, website, or support email address)

COMMON REJECTIONS & THINGS TO CHECK FOR BEFORE SUBMITTING:

Please ensure you are also checking program briefs for:

- Consistency –The program/sponsor's name, message frequency, shortcode, and description of content that users will receive should be consistent throughout the entire brief and any associated web pages.
- Affiliate marketing –Please ensure the privacy Policy/Terms do not imply that subscribers' information will be shared with third parties
- Lead gen marketing –Lead gen marketing is prohibited on Verizon. A brand should not be promoting products/services they do not provide themselves.

QUESTIONS TO ASK YOURSELF BEFORE SUBMITTING:

- Does the program brief include more than one campaign? If so, please ensure the CTA, message flow, and terms are clear for each program.
- Does the opt-in flow described in the program description and message flow section match the screen shots?
- Does this program include a preference page where users will select the alert content they'll receive? If so, is a screenshot provided?
- Is there is a drop down of options, please provide an image that shows all options
- If this is a 2FA program, do users have an alternative method to SMS to receive their passcode?
- Is there a screenshot of an opt-in page? If so, please ensure the opt-in consent box is not pre-checked
- Is SMS optional? Please ensure the user's consent to enroll in SMS is not tied to another form of consent

Disallowed content (can be shared with clients)

The following categories have been recognized as harmful and/or deceitful to the end consumer and cannot be run on any U.S. messaging product (Long Numbers, 10DLC, Toll-Free Numbers, or Short Codes). For more info follow CTIA Short Code Monitoring Program ([link](#))

High-risk financial services

- Payday loans
- Short-term high interest loans
- Auto loans
- Mortgage loans
- Student loans
- Debt relief / debt collection
- Gambling/sweepstakes
- Stock alerts
- Cryptocurrency

Get-rich-quick schemes

- Deceptive work-from-home programs
- Risk investment opportunities
- Multi-level marketing

Job postings

Exceptions are permitted if the message sender is the one doing the hiring

Debt forgiveness

- Debt consolidation
- Debt reduction
- Credit repair programs

Controlled substances

- Cannabis and CBD
- All Schedule 1 and 2 drugs
- Tobacco and vape

Others

- Phishing
- Pornography
- Profanity or hate speech
- Gambling
- Warranty repairs and any warranty related content
- Fraud and scam
- Deceptive marketing
- Lead generation (all affiliate marketing must be carrier-approved)
- Distribution of malware or app downloads from non-secure locations
- Work from home, 'secret shopper' and similar advertising campaigns
- Shopping Cart/Abandoned Cart Reminders

10 DLC – Process and Pros & Cons

In order to register brand/campaign, account manager should:

- Send Email to sender_id@mitto.ch and specify Customer & Customer Account
- Enclose filled Registration Form with Brand and Campaign information (In case of multiple campaigns for the same brand it is better to fill separate form per each campaign/content)
- sender_id team will come back with following info:
 - if the brand/campaign was approved
 - which message class was assigned to the campaign / each message class is entitled for appropriate throughput
 - if vetting was needed or not
 - any other relevant info (if available)

Registration form (*10DLC - Brand Information_USA Registration*) can be downloaded as separate file [here](#)

For more info on 10DLC including tips and Q&A, please check latest version of *10DLC_Knowledge_base* file [here](#)

PROS	CONS
<ul style="list-style-type: none">- Quick turnaround for provisioning- SMS+Voice supported- Approved and sanctioned by mobile operators for A2P messaging- Main goal of 10DLC is transparency to the US messaging ecosystem by benefiting each of its players:<ul style="list-style-type: none">❖ Carriers - visibility into "who" and "what" for each campaign❖ Brands and CSR (Campaign Service Providers) - better quality of service❖ Users - controlled messaging ecosystem (trusted messages, controlled SPAM and phishing content)- Higher TPS- Do not need a large pool of numbers to support single use cases.	<ul style="list-style-type: none">- Must register brand and campaign with carriers first- All 10DLCs will require campaign details to be filled similar to a short code campaign.- TPS is determined by "reputation" score in the Campaign Registry (brand+campaign type)- 10DLC lease fees- Handset delivery receipts not supported- Minimum lease term (three months) applies- Carrier filtering/blocking will not stop for approved uses cases as all messaging will still go through spam filters.

SC – Process and Pros & Cons

Registration process can take up to 8-12 weeks.

In order to register brand/campaign for dedicated SC, account manager should:

- Send Email to sender_id@mitto.ch and procurement@mitto.ch

- Specify Customer & Customer Account

- Provide following Info/documents:

- *Short Code - Registration form* - (download it [here](#))
- Whether customer is migrating the code or need new SC
 - Migration Letter - Required for all migrations (download file *Short Code - Migration Letter from Client to Mitto* [here](#))
- If customer would like random or vanity code (specifically desired short code, if available)
- If customer want standard or FTEU SC campaign
 - Standard - holds the consumer accountable for any message and data rates incurred as a result of receiving or responding to messages on a short code
 - FTEU (Free To End User) - FTEU is a free message to the consumer and the owner of the shortcode incurs the message and data rates associated with sending or receiving messages. This option is drastically more expensive, up to 5x more expensive than standard
- Campaign duration period - 3,6 or 12 months
- Screenshots - Required for WAP Billed and advertised programs, optional for other programs if URLs are provided
- *Short Code - Letter of Authorization* (download it [here](#))

sender_id team will come back with info about registration cost, if the brand/campaign was approved and any other relevant info (if available)

PROS	CONS
<ul style="list-style-type: none">• Higher TPS• Support handset delivery receipts• Unique identifier• 2FA/OTP supported• ARN supported• Marketing/promotional supported• Industry Best Practices available• Vanity numbers supported• Use cases are pre-approved so the content isn't filtered by the carriers	<ul style="list-style-type: none">• Short code lease fees associated• 8-12 weeks provisioning• No international SMS• Strict compliance regulations• Voice not supported• Minimum lease term applies• Carrier audits• Service interruption if audits are not resolved within requested time• End-users can block short code messages via their carrier

TFN – Process and Pros & Cons

Registration process can take up to 5-7 business days.

In order to register brand/campaign for TFN, account manager should:

- Send Email to sender_id@mitto.ch
- Specify Customer & Customer Account
- Enclose filled *Verified Sender Request* Form with Brand and Campaign information (it is strongly recommended to include message examples and opt-in screenshots for carrier verification purposes)
- sender_id team will come back with info if the brand/campaign was approved and any other relevant info (if available)

Registration form (*Verified Sender Request*) can be downloaded as separate file [here](#)

PROS	CONS
<ul style="list-style-type: none">• Higher TPS• Lower lease fees• 2way supported• SMS+Voice supported• +1 destinations reach• Handset delivery receipts supported• Short provisioning time• Customers can use their own TFN• Vanity numbers supported• 2FA/OTP, ARN, MKT supported upon approval	<ul style="list-style-type: none">• Subject to carrier filtering• Associated with SPAM• Use case review/approval required• Verification mandatory (takes too long)• MKT is restricted

SSC – Process and Pros & Cons

In order to register client for SSC, account manager should:

- Send Email to sender_id@mitto.ch
- Specify Customer, Customer Account, expected volumes and provide OTP content that needs to be whitelisted (NOTE: content must contain the brand name, otherwise it will be rejected)
- SID team will whitelist the content

For this product please consider only big potential clients as it is time consuming due to time needed for whitelisting the contents so any small use case wouldn't make much sense

PROS	CONS
<ul style="list-style-type: none">• Available right away• No operator or industry fees• 2FA/OTP supported• Delivery to all SMS enabled numbers• Handset delivery receipts supported	<ul style="list-style-type: none">• Voice not supported• 2way not supported• No recurring messages• ARN not supported• Marketing/promotional not supported• No international SMS• End users can block short code messages via their carriers



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Q&A
Thank you! 😊

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